

Brochures on cities

In recent times the number of people taking short-breaks during the year has been increasing consistently. Cities can be ideal for a short holiday because they are easily reachable, they can be enjoyed in any season and they offer a wide range of attractions. The main aims of ads and brochures describing a city are to attract tourists and to encourage them to come and visit it. The name of the city is often followed by a slogan to draw the attention of the reader; the introduction should

summarise the main features and the general atmosphere of the place; language should be clear and rich in positive adjectives; contents should be essential.



Title

*Welcome to..., a splendid city.
A city for all seasons*

Introduction / Atmosphere

*City of artistic interest, open-air museum.
Its distinctive characteristic is...
A bustling cosmopolitan city.
A chaotic/relaxing spot with crowded and busy/quiet narrow streets.*

Location / Scenery / Climate

*Built on a hill overlooking the sea. / The town lies in a plain surrounded by rolling hills.
Magnificently situated on... / The city stretches along...
The climate is generally...
The city has pleasant springs and autumns.*

How to get there

*The city can be easily accessible by car, bus, train or air.
The airport/central station is at a short distance from the city centre.
The city is well connected to the national motorway network.*

Getting around

*Three underground lines and numerous bus routes cover almost the whole of the town.
Travel around by taxi may be expensive due to traffic congestion.
Walking is the most comfortable and cheapest way to visit the historic centre.*

A bit of history

*It was founded by... in the... century.
In the past the city was a centre of culture/leisure/commerce.
The city was ruled by... / annexed to... / invaded by...*

What to see / Surroundings

*The city boasts lots of monuments and works of art, all worth seeing.
... 's landmarks are unique, the most important are: ...
The city has many museums and galleries, the best-known are...
One of the best views can be enjoyed from the terrace/hill of...*

What to do

(shopping, events, night-life)

*The most exclusive fashion shops are located in the area of...
The... takes place/is held once a every year in summer.
This event attracts top international artists.
It is really impossible to resist the...*

What to eat

*Do not forget to sample the delicious local specialities like...
Regional/Local specialities include: ...*





1 Read the text and find out synonyms for these expressions.

Welcome to Naples: a splendid city giving great satisfaction to everyone who visits it

In the last few years Naples has become one of the favourite destinations for all those Italian and foreign tourists who love spending their holidays in cities of artistic interest. Naples's distinctive mark is its folklore.

Location

Magnificently situated on the north side of Naples bay on the Tyrrhenian sea, extending along the lower slopes of attractive hills. The climate is generally mild due to the influence of the sea; summers may be very hot and dry, and winters are not unduly cool.

How to get there

The city is easily reachable thanks to its strategic position.

By air: Capodichino, Naples City Airport, offers a variety of flights from domestic to intercontinental ones. - *By sea:* The large and efficient port has landing places for ferries and hydrofoils. - *By land:* there are three railway stations. The city is also well connected to the national motorway system and provided with efficient bus services offering long routes from and to Italian and European destinations.

Getting around

ANM buses, two underground lines and 4 funiculars cover almost the whole of the town. The chaotic traffic makes taxi runs very expensive. Walking through the central streets is the most common way to get to know the city.

A bit of history

Phoenician and Greek traders established and expanded a settlement in the area; the name

Naples comes from the Greek word Neapolis (new city). The city was a centre of culture and leisure in Roman times. After several invasions, Naples was absorbed by Spain in 1503. Under the long rule of the Bourbons the city flourished a lot and became the capital city of the kingdom of the two Sicilies in 1734. Naples remained under the Spanish monarchy until 1860 when it was incorporated into the new Kingdom of Italy.

What to see

Naples is a unique city with lots of works of art dating back to different ages, all worth seeing. Among them:

- *Piazza del Plebiscito* with the church of San Francesco di Paola and the Royal Palace overlooking the square;
- the *Cathedral*, dedicated to the city's patron saint, San Gennaro. In the tabernacle are two vessels containing the saint's blood which is believed to have the power to become liquid.
- *Church of Santa Chiara*, which contains the tomb of Robert the Wise and other fine Gothic tombs belonging to members of the house of Anjou
- *Castel Nuovo*, also known as *Maschio Angioino*, was the residence of kings and viceroys of Naples.
- *Palazzo Reale di Capodimonte*, situated on high ground houses the *Capodimonte Museum* (porcelain, furniture, ivories and bronzes) and the *National Gallery* one of the finest collections of paintings in Italy
- *National Archeological museum*, one of the world's finest collections of antiquities, it contains important and unrivalled treasures dating back to ancient times.

Surroundings: one of the best views of Naples can be enjoyed from the terrace of the monastery of Camaldoli. To the south west is Posillipo, a ridge of hills covered with villas and gardens. To the east are the archaeological sites of Ercolano, Stabia and Pompei. For an active excursion, the ascent of Vesuvius is an ideal choice.

What to do

Shopping: the most exclusive fashion shops are located in the area of Chiaiano while the network of narrow streets departing from the central Via Roma represents a shopping opportunity able to suit every pocket. Galleria Umberto I is a shopping gallery full of chain shops. Tourists who love bustling and chaotic spots should not miss a visit to one of the numerous street markets (Antignano, Posillipo, Pignasecca).

Events: the Miracle of St Gennaro takes place three times a year (the first Saturday of May, on 19th Sept. and 16th Dec.). On those days stalls selling sweets and all kinds of curiosities surround the Cathedral. Neapolis Rock festival is a music festival usually held in summer attracting top international artists.

What to eat

Naples is synonym of pizza: it is impossible to resist a tasty pizza topped with tomatoes and mozzarella cheese. Do not forget to sample Neapolitan specialities: pasta, fish and seafood. Pastiera is the typical cake stuffed with ricotta cheese.



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| 1. characteristic symbol | | 7. the finest scenery | |
| 2. excessively cold | | 8. with a view on the square | |
| 3. with an impressive position | | 9. highly valued objects with no rivals | |
| 4. you can get there without any difficulty | | for their importance | |
| 5. advantageous location | | 10. lively and crowded places | |
| 6. also called | | | |



2 Listen to a guide illustrating a landmark of Naples to a group of tourists, then answer the questions.

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| 1. What place of Naples is the group of tourists in? | 6. What can tourists see on the façade of the Royal Palace? |
| 2. Where does the name of the square come from? | 7. What do they represent? |
| 3. What are the two buildings overlooking the square? | 8. Was the palace damaged during World War II? |
| 4. When was the Royal palace built? | 9. What will the tourists visit inside the palace? |
| 5. Who was the architect? | 10. What are the next stops of the tour? |